

Commencing:

A Mirthful Marathon Swim Serial — "HORSE DOCTOR"

July 15, 1936

Macleans

Canada's National Magazine

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THE LARGEST MAGAZINE CIRCULATION IN CANADA

Maclean's Editorials



Clean Up Politics

A GREAT MANY letters in Quebec politics can be related to the fall of the Trudelle Government, but the rotten core of the problem is found by a deeper corruption and greed of public money through open competition in its administration.

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Home Shortage

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Form Filling

IN TWO months of this year a large Canadian tax return.

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When You Mistake A Stranger For A Friend



AT ONE TIME or another you've probably mistaken an utter stranger for someone you knew. A striking resemblance tricked you for the moment. Then you realized your mistake, smiled politely, and went your way.

You wouldn't take such a stranger into your home on the strength of a mere resemblance to a friend, for you'd have no way of knowing the sort of person he might really be.

It's exactly the same when you meet a substitute for some nationally-known product. It looks the same. But it's not. You have no way of knowing anything about it.

When you need something, you are pretty sure to think (consciously or subconsciously) of a Nationally-Advertised product. That is because the Nationally-Advertised product has established a reputation. The name has become familiar. It stands for reliability. You can trust it.

When, instead of what you expect, you are offered the well-turned-out substitute, ask the question —

"Is it trying to fool me? If not why is it all tricked out like something else, and trading on a reputation it hasn't earned?"

That's just as you treated the stranger who looked like your friend. Refuse it. Say, politely, but firmly:

"Sorry! you're not what you appear to be."

Buy these products whose reputations are vouched for through national advertising. And remember that many products now in general use started as luxuries at high prices. National advertising has so increased their consumption and production that they are now available to everyone at moderate prices.

Refuse imitation products which are offered to you for acceptance with the specious recommendation of "they are just as good."

[This is No. 19 of a series of articles on why you should always ask for and insist on getting nationally-advertised products.]



HERE'S A TREAT FOR YOU!

Here's an delicious assortment in one case from our English bakery. Today! A delightful variety of hand-baked treats by the brand of P.F.F. Peck Frean. The's the British Lemon Puff Creams. Try them!

PEEK FREAN LEMON PUFF CREAMS AND 16 ASSORTED PECK FREAN BISCUITS "MAKERS OF FAMOUS BISCUITS"



3 reasons why you should try this MODERN LAXATIVE

1. **NO TOXIC** Your laxative should be safe. Peck Frean's is made from natural ingredients and is completely safe.
2. **IMMEDIATE ACTION** In the morning, Peck Frean's is effective in clearing the bowels.
3. **COMPLETELY IMPERMEABLE** Peck Frean's is completely impermeable to the body's natural defenses.

Peck Frean's is a completely safe, effective laxative. It is made from natural ingredients and is completely safe.



By HELEN G. CAMPBELL
Dancer,
Charlotte, North Carolina



Stark, getting into the cottage during midlife

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Salute TO SUMMER

The best days of the year will soon be here. And you and your family will want to enjoy every one of them to the fullest.

One of the best ways to get the best out of summer days is to eat light, crisp, tasty, healthy Corn Flakes. They are a great snack or even a full meal. They're easy to digest and they're perfect for the season.

Just Kellogg's is one of the best. They're ideal for breakfast. Delicious for a late-afternoon snack, with fruit or berries added. And they're good for the whole family.

Kellogg's Corn Flakes are always crisp and full of flavor. And they're healthy. They're made from whole grain wheat. And they're good for the whole family.

Nothing takes the place of Kellogg's CORN FLAKES.

That's the reason that the doctor says to the last patient in the room. The doctor says to the last patient in the room. The doctor says to the last patient in the room.

Financial Considerations

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Up at the Cottage

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Iced Tea properly made is a delicious hot weather drink. It's refreshing and cooling at ANY time of day. Here's how to make a complete day's supply: Infuse six heaping teaspoons of black tea in a pint of freshly boiling water. After 5 minutes strain liquid into 2-quart container. While hot add 1½ cups of granulated sugar and juice of 2 lemons. Stir well until sugar is dissolved, then fill container with cold water while original liquid is still hot. Store in ice box for use as necessary. Serve with chipped ice.

Iced Tea for immediate use: Allow 2 teaspoons of tea to each person. Infuse in teapot as for hot tea. Place ice cubes in glass. Pour on hot tea, adding sugar to taste. Flavour and garnish with lemon or mint or both.

YOU DRINK ICED TEA AT LUNCHEON OF COURSE — BUT NOW TRY
IT FOR A COOLING AND DELIGHTFUL BETWEEN-MEALS REFRESHER.

Drink more TEA
for Vitality!

